



This year for Earth Day, why not join ENERGY STAR's® “Change” campaign?

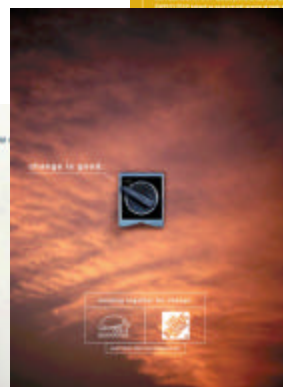
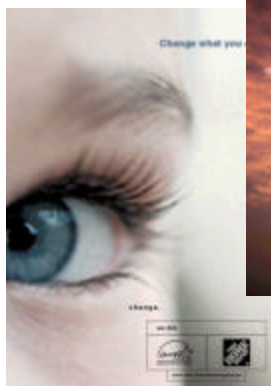
ENERGY STAR is launching a new public awareness campaign, called Change, to highlight how individuals and companies can protect our environment for future generations by changing to more energy-efficient practices today. Change is a two-year campaign comprised of high impact TV, radio, print, and on-line public service announcements (PSAs) and is endorsed by the Ad Council. To find out more about the campaign or to download the materials listed below, visit the Change Web site at <http://www.energystar.gov/change/> or contact your ENERGY STAR representative.

How can my company participate?

There are several ways for companies and organizations to leverage the Change campaign and help protect the environment. Below are some suggestions:

1. Utilize the following materials:

- Print Ads
- Statement Stuffers
- Hang Tags
- Product Suite Brochures
(See enclosed for more examples. To order, call 1-888-STAR-YES)



Print Ads



Lighting Product Brochure

2. Encourage your employees to make a Change by distributing the **“Working to Make a Change”** brochures (available in PDF). These include energy saving tips for home and work.



3. Include the Change campaign **graphic** and **themes** in promotional materials, employee newsletters, press releases, and other outreach. Suggested themes include:

- One little change can create extraordinary results
- Working together for change.
- Change. We did.



Note: To find out about ENERGY STAR's general graphic use guidelines visit <http://www.energystar.gov/change/graphicguidelines>

4. Place **PSAs** in your company newsletter, magazine, or in local print or television. View them at <http://www.energystar.gov/change> or contact your ENERGY STAR representative.

